

# AI Visibility Readiness Checklist

Use this to spot why visibility fails before it becomes leads. Built for service businesses and aligned with the DUCR model: **Discoverable, Understandable, Citable, Routable**.

**How to use:** Check each item for your top service page and your top traffic post. Fix from top to bottom (Discoverable → Routable).

Scoring: 1 point per check. 18–20 strong foundation | 14–17 fix weak layer | ≤13 needs a structured upgrade.

## 1) Discoverable

Access + eligibility (crawl, index, reach).

- Key service pages return **200 OK** and aren't blocked (robots.txt, login, paywall).
- Pages are **indexable** (no **noindex**) and the canonical URL is the one you want to rank.
- Each core service page is reachable in **3 clicks** and has contextual internal links from related pages.
- Duplicate / near-duplicate URLs are consolidated (redirect or canonical), not left competing.
- Search Console shows core service pages **indexed and stable** (no repeated drops).

## 2) Understandable

Meaning + page roles (what you do, who it's for, which page owns the intent).

- One page **owns** each core service intent (no competing "same-offer" pages).
- Service naming is consistent across navigation, titles, H1s, and internal links.
- The first screen makes the service obvious: **what it is, who it's for, and next step**.
- Support pages have defined roles (cost, comparison, process, fit) and link back to the owner page.
- Business details and service coverage are consistent across the site (especially if local).

## 3) Citable

Answer-ready sections (explicit answers, proof, clear headings).

- Service pages include answer blocks: definition, process, fit / non-fit (not vague narrative).
- Pricing factors and timeline factors are stated (no "it depends" without what it depends on).
- Proof blocks exist with context (what changed + timeframe + scope), not just logos.
- Headings are scannable; key answers live in clearly titled sections (easy to quote).
- FAQs are limited and non-duplicative (avoid "FAQ spam" or schema chasing).

## 4) Routable

Conversion routes + measurement (support → service → proof → inquiry).

- Top traffic posts include routes: early link to the owner service page + an end routing module.
- The service page has **one primary CTA** repeated; contact/booking path is frictionless on mobile.
- Proof sections link to inquiry (book/diagnosis). Visitors don't hit dead ends.
- Analytics tracks lead events and can show **utm\_source=chatgpt.com** when it occurs.
- Search Console monitoring focuses on **right-page ownership** for commercial intent.

### Next step if your score is below 18:

Search + AI Visibility: <https://seoinformatica.com/search-ai-visibility/>

Free Diagnosis: <https://calendar.app.google/gq1fKM7UeUSivnyNA>